

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – AP Tourism Promotional Campaign at Mumbai Airport by M/s. Times Innovative Media Ltd, Bangalore - Sanction of Rs.39,74,000/- (Rupees Thirty Nine Lakhs Seventy Four Thousand only) including taxes per month – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 700

Dated:10-09-2013
Read the following:

1. From M/s. Times Innovative Media Ltd, Bangalore, Dt:22-05-2013.
2. Govt.Lr.No.2828/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.17th July, 2013.
3. Bill.No.TIML/Performa/AP Tourism/13-14/06, from M/s. Times Innovative Media Ltd, Bangalore, Dt.23-07-2013.

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ORDER:

In the letter 1st read above, M/s. Times Innovative Media Ltd, Bangalore, has submitted a proposal for taking up advertising campaign for Andhra Pradesh Tourism branding at Mumbai Airport.

2. Accordingly, Government have issued orders in reference 2nd read above, for taking up selective a at Mumbai Airport for a period of one month at the rate of Rs.39,74,000/- per month (Rupees Thirty Nine Lakhs Seventy Four Thousand only) including taxes. The media of promotion are:

Sl.No	Location	No. of units	Negotiated price for 1 month campaign inclusive of printing & mounting charges (Rs)
1	T1B LCC Check-in	1	Rs.5,76,000/-
2	T1B SHA	1	Rs.15,33,000/-
3	T1C SHA	1	Rs.11,76,000/-
4	T1A Dep	1	Rs.6,89,000/-
TOTAL AMOUNT NOT EXCEEDING RS. 39,74,000/- INCLUDING TAXES PER MONTH			

3. In the reference 3rd read above, M/s. Times Innovative Media Ltd, Bangalore, has submitted bill along with the photographs as proofs upon erection of the media for A.P Tourism to be placed at Mumbai Airport from 11th August 2013 to 11th September 2013 and requested for release of amount of Rs.39,74,000/- (Rupees Thirty Nine Lakhs Seventy Four Thousand only) including taxes per month and requested the Government to release payment.

4. Government after careful examination of the matter, hereby sanction an amount of Rs.39,74,000/- (Rupees Thirty Nine Lakhs Seventy Four Thousand only) including taxes per month to M/s. Times Innovative Media Ltd, Bangalore, for AP Tourism Promotional towards erection of A.P Tourism Hoardings at Mumbai Airport for one month duration from 11th August 2013 -11th September 2013.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Times Innovative Media Ltd, Bangalore, through on line. The details of Bank account is as follows:-

Account Name	: Times Innovative Media Limited,
Account No	: 00600310007118
Name of the Bank	: HDFC Bank Ltd
Branch	: Maneckji Wadia Buldg, Ground Floor, Nannik Motwani Marg, Fort Mumbai-400023
IFSC Code	: HDFC0000060

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

M/s. Times Innovative Media Ltd, Bangalore
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER